

### **In the Drawings**

Please amend the drawings by adding the following figure, Figure 32.

## **REMARKS**

Claims 4, 6, 7, and 9 are currently pending in this case. Claims 4, 6, 7, and 9 have been amended; claims 1-3, 5, 8, and 10 have been canceled.

Applicants have carefully considered the Office Action mailed on June 26, 2007, and in response submit the above amendments and the following remarks.

### **1. Drawings**

The Office Action requested Applicant to provide a drawing pursuant to 37 C.F.R. 1.81(c). Applicant's understanding of this request is that a drawing corresponding to the subject matter of claim 1 should be submitted. That drawing is submitted with this Response, as new Figure 32. The specification is amended appropriately. No new matter is added.

### **2. Claim Objections**

Claim 1 was objected to because of an informality. Claim 1 has been canceled. The informality is not present in the remaining claims.

### **3. Claim Rejections**

Claims 1-3, 5, 8, and 10 were rejected over Furlong (U.S. Pat. App. Pub. 2007/0055939) and Estrada (U.S. Pat. No. 7,028,262). These rejections are now moot, since all of the rejected claims have been canceled. However, these cancellations should not be construed as an admission that the claims are not patentable. Applicant reserves the right to pursue those claims in a continuing application (or again in the present application, if the present claims are not allowed on the next Action).

### **4. Allowable Claims**

Claims 4, 6, 7, and 9 were objected to as being dependent upon a rejected base claim, but deemed to be allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims.

Claims 4, 6, 7, and 9 have been rewritten in independent form to include all of the limitations of the base claim and any intervening claims. Specifically, claim 4 includes all of the limitations of claims 1-3; claims 6 and 7 include all of the limitations of claims 1 and 5, and claim 9 includes all of the limitations of claim 1. The initial portions of claims 4, 6, 7, and 9 are slightly different from claim 1, in accordance with suggestions by the Examiner.

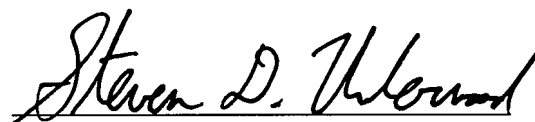
Applicant appreciates the faxed references sent by the Examiner on August 21, 2007 (attached hereto as Exhibit A, in order to ensure a complete record). However, there is no evidence that the references, which appear to be assorted printouts from the Internet, are prior art to the pending application.

On a separate note: the informal draft response submitted via facsimile on July 18, 2007, for the Examiner's review and comments was not intended to be a formal response, and should not be made part of the file history. To the extent that the informal draft is considered part of the file history, Applicant hereby withdraws all remarks and amendments made in that draft response that are not repeated herein.

No fee is believed to be due with this Response. However, if any fee is due, please charge that fee to Deposit Account No. 50-0310.

Respectfully submitted,

Dated: August 23, 2007

A handwritten signature in black ink, reading "Steven D. Underwood". The signature is written in a cursive style with a horizontal line underneath the name.

Steven D. Underwood  
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# EXHIBIT A

DEPT OF COMMERCE  
U.S. PATENT AND TRADEMARK OFFICE  
TECHNOLOGY CENTER 2100  
401 DULANY STREET  
ALEXANDRIA, VA 22314

## FACSIMILE TRANSMITTAL SHEET

TO: <i>Steve Underwood</i>	FROM: <i>Luci Baptista</i>
COMPANY:	DATE: <i>8/21/07</i>
FAX NUMBER: <i>212-309-6273</i>	TOTAL NO. OF PAGES INCLUDING COVER: <i>31</i>
PHONE NUMBER:	SENDER'S REFERENCE NUMBER:
RE:	YOUR REFERENCE NUMBER:

☐ URGENT ☐ FOR REVIEW ☐ PLEASE COMMENT ☐ PLEASE REPLY ☐ PLEASE RECYCLE

## NOTES/COMMENTS:

*groups of pages/articles*

*2 pages*

*8 pages*

*10 pages*

*5 pages*

*5 pages*

*30 total pages*



# Sociable Media PowerPoint Add-In

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This version is not compatible with [Non-English Installations](#) of Microsoft's PowerPoint.

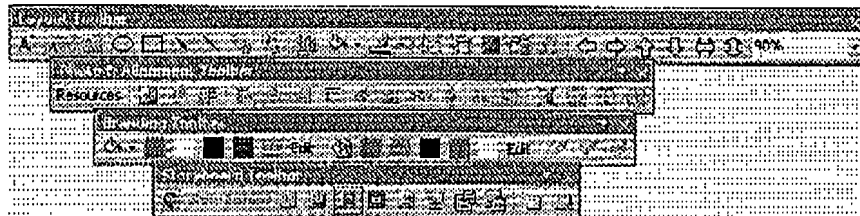
## Learn More About Sociable Media PowerPoint Add-In®

Cliff Atkinson, author of *Beyond Bullet Points*, teamed with NetCentrics to build the Sociable Media PowerPoint Add-In, which helps PowerPoint users follow his [methodology](#) in a step by step fashion to build interesting PowerPoint presentations. Additionally through the corporate branding tool, enterprises or workgroups can standardize their presentations and ensure all presentations conform to corporate identity, colors and other branding formats.

When you install the Sociable Media PowerPoint Add-In you will be installing:

### Four Toolbars

- [Branding Toolbar](#)
- Photo & Layout Alignment Toolbar
- Storyboard Toolbar
- Layout Toolbar



Many of the buttons on the installed toolbars will look very familiar as they are native PowerPoint functions, however Cliff and we believe that these are functions that are most often used, and should be easily available in one location for quick use. In addition to that, there are some new buttons that provide the following features:

- **Quick Access to a Resource Library**....that you can define and manage. This might be a link on the web, a shared drive in your organization or a local directory on your computer.
- **Local or Corporate Branding**...available to brand templates or your system so you always have the proper color options for the fill and background colors, and more.

### Storyboard Editor (access from the Storyboard Toolbar)

The Story Editor allows you to:

- **Generate your story**...by filling in the proper fields (see the [field description document](#) for more information and examples).
- **Click one button to create a presentation**...using your storyboard editor inputs.
- **Export your storyboard to Microsoft Word**...with the click of one button to share with others or use in your presentation for

guidance.



Admin

### Corporate Branding Tool (if desired)

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The Branding Tool is used for enterprise deployments of the Sociable Media software. This tool allows the administrator of the system to set the Branding name, resource library, maximum title characters, fill colors and background colors.



Now, learn more about how to [purchase the software](#), take a [tour of the features](#) and take note of any [product updates](#) that may be available to you.

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## Using the Drawing Toolbar to Create Objects

You can use the Drawing toolbar to add visual objects such as rectangles, ovals, AutoShapes, WordArt, and clip art to your presentation. You can also use the Drawing toolbar to apply shading, 3D, color, and other effects to existing objects.

To open this toolbar, choose View, Toolbars, Drawing. Table 14.1 lists all the buttons on this toolbar.

Table 14.1. Drawing Toolbar Buttons

Button	Name	Description
	Draw	Displays a menu with a variety of drawing options such as placement and formatting
	Select Objects	Activates a pointer that lets you select drawing objects
	AutoShapes	Displays a menu of AutoShape types from which to choose

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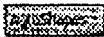











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**Table 14.1. Drawing Toolbar Buttons**

Button	Name	Description
	Draw	Displays a menu with a variety of drawing options such as placement and formatting
	Select Objects	Activates a pointer that lets you select drawing objects
	AutoShapes	Displays a menu of AutoShape types from which to choose
	Line	Lets you draw a line
	Arrow	Lets you draw an arrow
	Rectangle	Lets you draw a rectangle
	Oval	Lets you draw an oval
	Text Box	Lets you place a text box on your slide
	Insert WordArt	Opens the WordArt Gallery
	Insert Diagram or Organization Chart	Opens the Diagram Gallery from which you can insert a diagram or organization chart
	Insert Clip Art	Opens the Insert Clip Art task pane
	Insert Picture	Opens the Insert Picture dialog box from which you can add a picture, such as a GIF or JPEG, to your slide
	Fill Color	Opens the Fill Color palette from which you can choose a fill color or pattern
	Line Color	Opens the Line Color palette from which you can choose a line color or pattern



	Font Color	Opens the Font Color palette from which you can choose a font color
	Line Style	Lets you apply several different line styles to a selected line
	Dash Style	Lets you apply several different dash styles to a selected line
	Arrow Style	Lets you apply several different arrow styles to a selected arrow
	Shadow Style	Opens the Shadow palette from which you can choose a shadow to apply to a selected object
	3D Style	Opens the 3D palette from which you can choose a 3D effect to apply to a selected object

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### **Adding Lines and Arrows**

You can add lines and arrows to your presentation to draw attention to something, show how things are connected, or show how one thing leads to another. For example, you might want to add a line beneath a word or phrase to draw attention to it. You might also use an arrow to point to text or an object of special importance. You can also draw simple graphics with the line, rectangle, and oval tools.


#### **NOTE**

PowerPoint's drawing tools won't work well or easily when you need more complex graphics. Use a drawing tool better suited to the job, such as Microsoft Visio or Jasc Paint Shop Pro, to create the graphic. Then insert the graphic into PowerPoint.

#### **NOTE**

If you use the drawing tools to emphasize text, remember that the drawing objects don't move even when you add or remove text. You have to move each drawing object manually.

### **Creating a Line**


 To draw a line on your presentation, click the Line button on the Drawing toolbar. The mouse pointer becomes a plus sign. Click (and hold down) where you want the line to begin and drag to where you want the line to end.

If the line looks crooked or is the wrong length, you can adjust it. First, select the line. Then hover your mouse over one of the circles that appear at the end of the line. The mouse pointer becomes a line with an arrow head at both ends. Click and drag the circle to lengthen the line or adjust its angle.

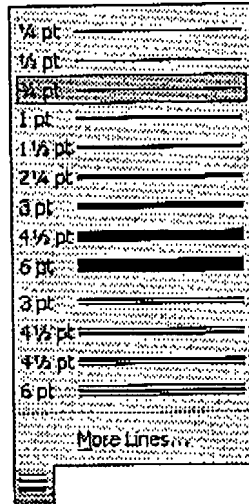
If the line isn't in the right place, you can move it. First, select the line. Then hover your mouse over the line. The mouse pointer becomes a cross with arrow heads at all four ends. Click and drag the line to move it.

#### **TIP**

Press the Shift key as you drag the mouse to create straight horizontal or vertical lines. This lets you draw lines at angles evenly divisible by 15 (0, 15, 30, 45, and so forth), which makes it much easier to create a straight line. Press the Ctrl key as you drag the mouse to draw a line from a center point, lengthening the line in both directions as you drag.

 To change the line's style, select the line and click the Line Style button. The Line Style palette appears, as shown in Figure 14.1.

**Figure 14.1. Create thick or thin, single, double, or triple lines in your presentation.**





You can choose from several single and double lines and one triple line from 1/4 point to 6 points wide. For additional options, select More Lines, which opens the Format AutoShape dialog box where you can set additional line options. You can also open this dialog box by right-clicking on the line and choosing Format AutoShape.

You can change your line to a dashed line by clicking the Dash Style button and choosing a dash style.

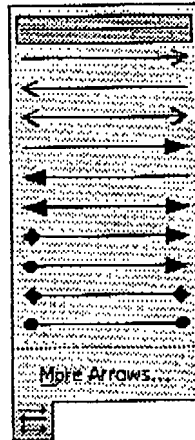
You can also use the Line Style palette to format lines associated with other objects such as arrows, rectangles, ovals, and AutoShapes.

### **Creating an Arrow**

 To draw an arrow on your presentation, click the Arrow button. The mouse pointer becomes a plus sign. Click (and hold down) where you want the line to begin and drag to where you want the line to end. You can adjust and move the arrow in the same way you adjust and move a line.

 To choose an arrow style, select the arrow and click the Arrow Style button on the Drawing toolbar. The Arrow Style palette appears, as shown in Figure 14.2.

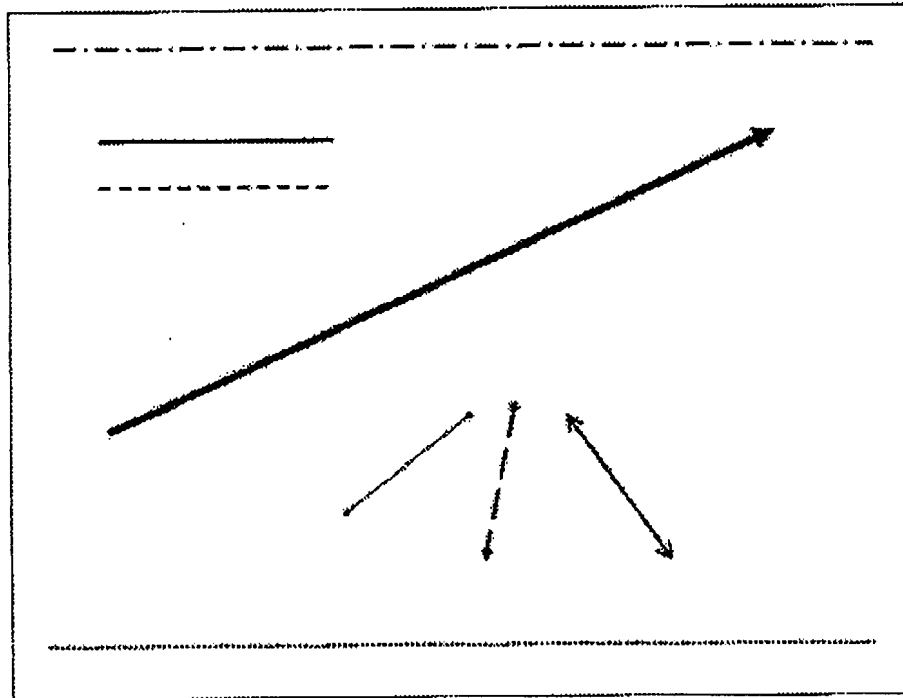
**Figure 14.2. You can choose to place arrows at either or both ends and select from several different arrow styles.**



For more arrow options, choose More Arrows, which opens the Format AutoShape dialog box.

Figure 14.3 shows several lines and arrows you can create in PowerPoint.

**Figure 14.3. You can create many styles of lines and arrows.**



### **Adding Rectangles and Ovals**


You can draw rectangular and oval shapes directly on your presentation. Using shapes lets you emphasize important information (contained in your shape) or group information or illustrate other ideas or concepts.



To draw a rectangle, click the Rectangle button on the Drawing toolbar. The mouse pointer becomes a plus sign. Click where you want the rectangle to appear, and drag to draw the rectangle.

**TIP**

To draw a square, press the Shift key while you draw the shape.

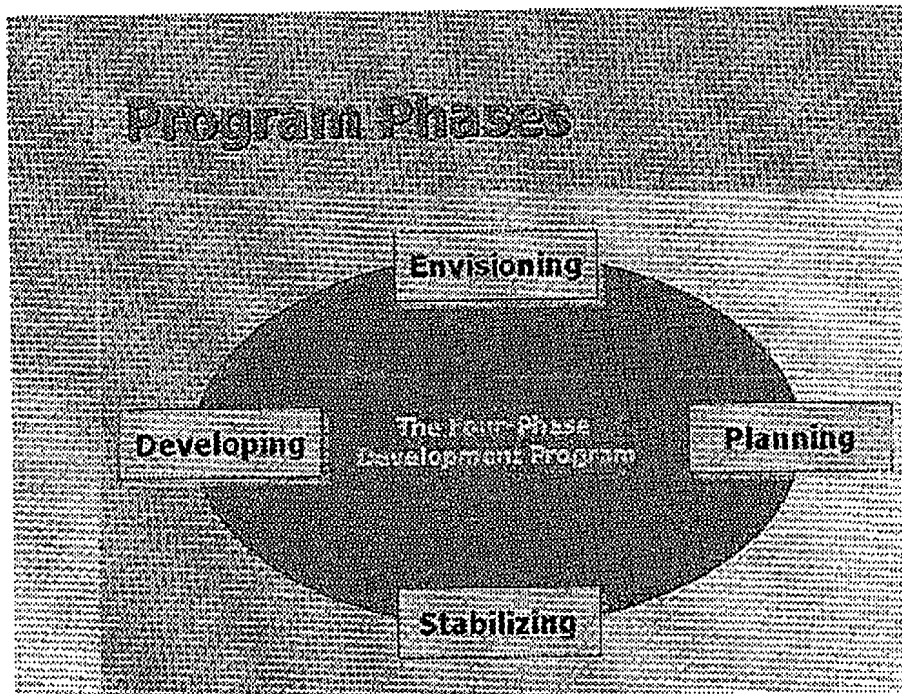
 To draw an oval, click the Oval button on the Drawing toolbar. The mouse pointer becomes a plus sign. Click where you want the oval to appear, and drag to draw the oval.

**TIP**


To draw a perfect circle, press the Shift key while you draw the shape.

Figure 14.4 shows how you can use rectangles and ovals in a slide.


**Figure 14.4. Rectangles and ovals can illustrate a process, group like items, and more.**



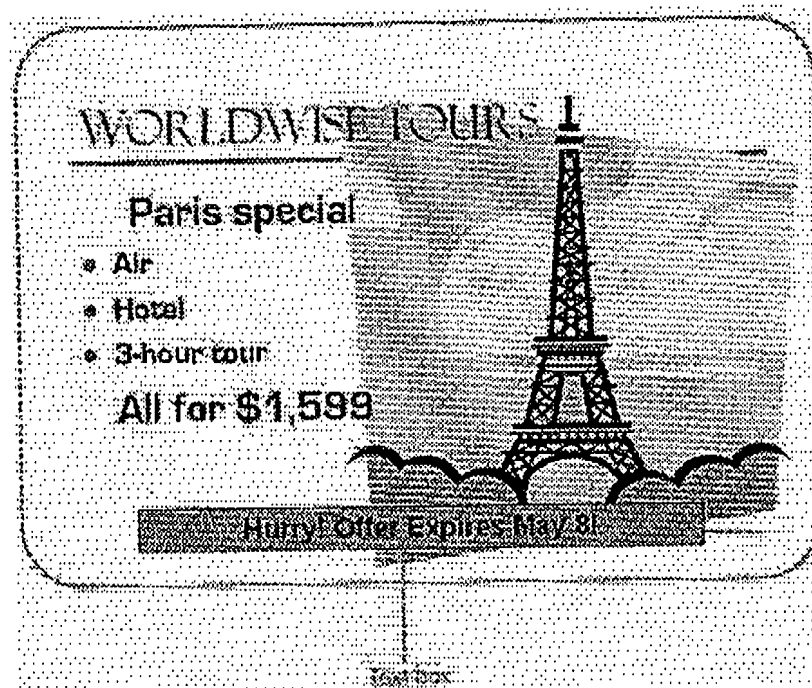
You can then reshape and resize these images or apply other formatting to them.

 You can add text to a rectangular or oval shape. If you only want to add a word or two, select the object and type in the text you want to enter. Or click the Text Box button on the Drawing toolbar and create a text box inside the original object. Be sure, however, that the text box fits into the object without overlapping its borders.

**Adding Text Boxes**

 Use a text box when you need to add text to a slide outside its original text placeholders or when you need to frame special text. To create a text box, click the Text Box button on the Drawing toolbar, click where you want to place the text box on the slide, and start typing. Figure 14.5 shows a text box.

**Figure 14.5. A text box calls attention to something you want to say and lets you place the text exactly where you want it.**



You format text in a text box as you would any other text, including formatting the font, font size, color, and style.

#### **TIP**

Some people prefer using text boxes over text placeholders for entering text into their slides. Text boxes give you greater control over text placement—create as many text boxes as you need and arrange them on the slide any way you want. To use text boxes instead of text placeholders, choose a slide layout that doesn't contain any text placeholders.

## **Adding AutoShapes**

An **AutoShape** is any shape you can draw in a presentation. Rectangles and ovals are AutoShapes—so common that they get their own toolbar buttons. Other AutoShapes, such as a hexagons, triangles, and stars, are available on the **AutoShape** menu on the **Drawing** toolbar.

AutoShapes let you easily highlight, diagram, and illustrate using callouts, flowcharts, block arrows, and other special objects.



To insert an AutoShape, click the **AutoShapes** button on the **Drawing** toolbar and choose the type of AutoShape you want from the menu. Options include the following:

- **Lines**— Includes straight lines and arrows, as well as special line forms such as curves, scribbles, and freeform.
- **Connectors**— Draws lines between objects, but when you move an object, the connector stays attached and moves with it. You can choose from three different kinds of connectors to connect

objects—straight, elbow, and curved.

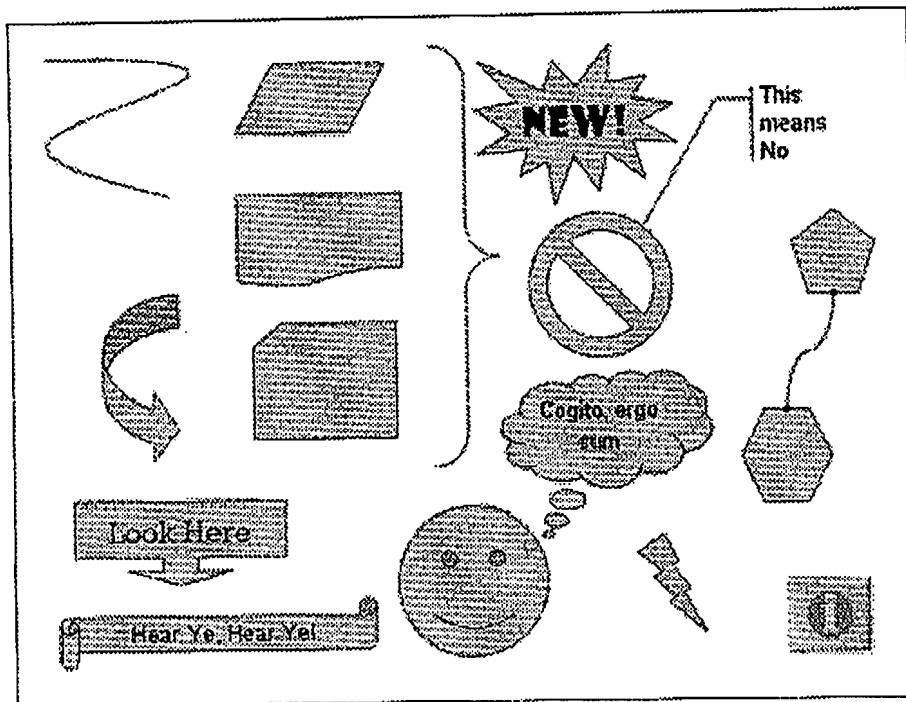
#### TIP

To force a connection between two objects to be the shortest distance, reroute the connector. To do this, click the Draw button on the Drawing toolbar and choose Reroute Connectors.

- **Basic Shapes**— Includes common shapes such as
  - o Polygons such as a hexagon, a triangle, a parallelogram, and so on
  - o 3D shapes such as a box and a cylinder
  - o Fun shapes such as a crescent moon, a smiley face, and a lightning bolt
  - o Grouping and connecting shapes such as brackets and braces
- **Block Arrows**— Offers large block arrows, curved and bent arrows, and callouts with arrows.
- **Flowchart**— Offers flowchart images such as process, decision, document, input, and terminator.
- **Stars and Banners**— Offers waves, scrolls, ribbons, explosions, and pointed stars.
- **Callouts**— Includes several kinds of callouts. A *callout* is a line with a text box connected to one end. You put the line's free end on something you want to highlight, place the text box to the side, and type descriptive text in it.
- **Action Buttons**— Includes several action buttons. Action buttons make your presentation interactive, performing actions such as navigating among slides, running programs, and playing sounds.

To place an AutoShape on a slide, click AutoShapes on the Drawing toolbar. Then click the menu for the kind of AutoShape you want (Lines, Basic Shapes, and so on), and click the AutoShape from the palette that appears. Click on your slide where you want the AutoShape to appear, and drag until the AutoShape is the right size. You can then format the AutoShape as you would any other object. Figure 14.6 shows some sample AutoShapes.

**Figure 14.6. You can illustrate, highlight, and diagram with AutoShapes.**

**TIP**

Choose More AutoShapes from the AutoShapes menu to open the Insert Clip Art task pane, which offers even more AutoShapes.

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## Creating a Presentation

You can create a presentation in several different ways, depending on the amount of content and design assistance you need. You can create

- **A presentation using the AutoContent Wizard—** The wizard chooses a design template that fits your presentation's purpose and creates a series of slides that contain content and slide layout suggestions. You can use the AutoContent Wizard when you're in a hurry, when you don't know what to say, or if you aren't yet design savvy.
- **A presentation using a design template—** A design template gives you a consistent design scheme—fonts, layout, colors, and so on—into which to add slides and content. You can also create a presentation using your own template on a Web server or computer, or you can download a template from Microsoft's Web site.
- **A new presentation using an existing presentation—** Using this option, you create a presentation by copying another one and then editing and modifying it. (Doing this doesn't change the original presentation.)
- **A blank presentation—** A blank presentation is, well, blank—black text on a white background with no content suggestions. Create a blank presentation only when you are very experienced with PowerPoint and want to create a custom design.

### TIP

Even if you want to create a custom presentation, it often saves you time to start with a similar existing design and then customize it.

## Using the AutoContent Wizard

The AutoContent Wizard guides you step-by-step through creating a PowerPoint presentation. Of all the ways to create a presentation, the AutoContent Wizard gives you the most assistance and automation. You answer a few basic questions about the presentation you need to make, and PowerPoint does the rest. The result is a complete series of slides with content suggestions based on the presentation type you chose. PowerPoint also applies a design template suitable to the kind of presentation you want and applies a slide layout to each individual slide.

➔ To learn techniques for adding dynamic content to your presentations, see Chapter 24, "The Message—Scripting the Concept," p. 491.

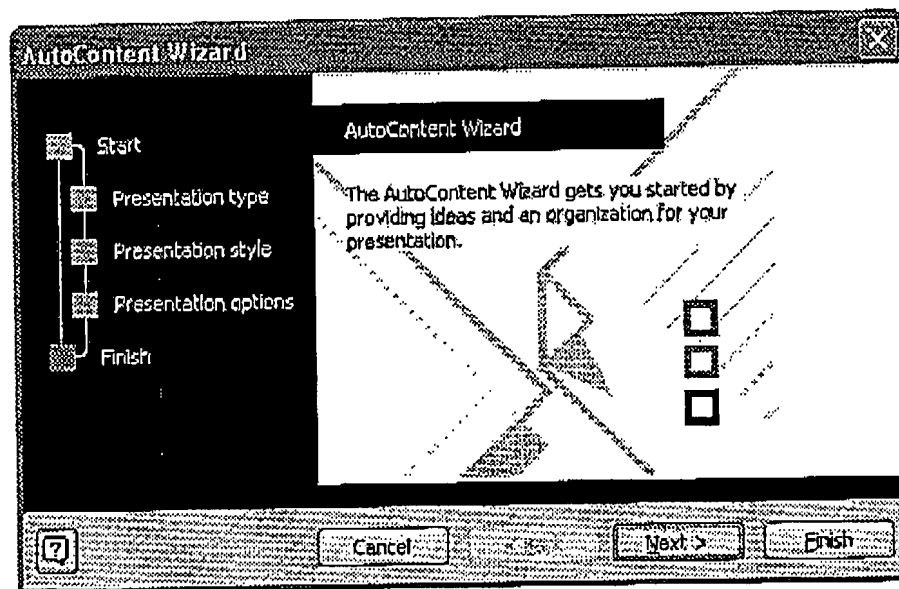


From here, revise the content suggestions with your own information, and you'll be ready to present. As an alternative, you can modify the appearance of your presentation by applying a different design template, modifying the design, adding or removing slides, and so forth.

To start the AutoContent Wizard, follow these steps:

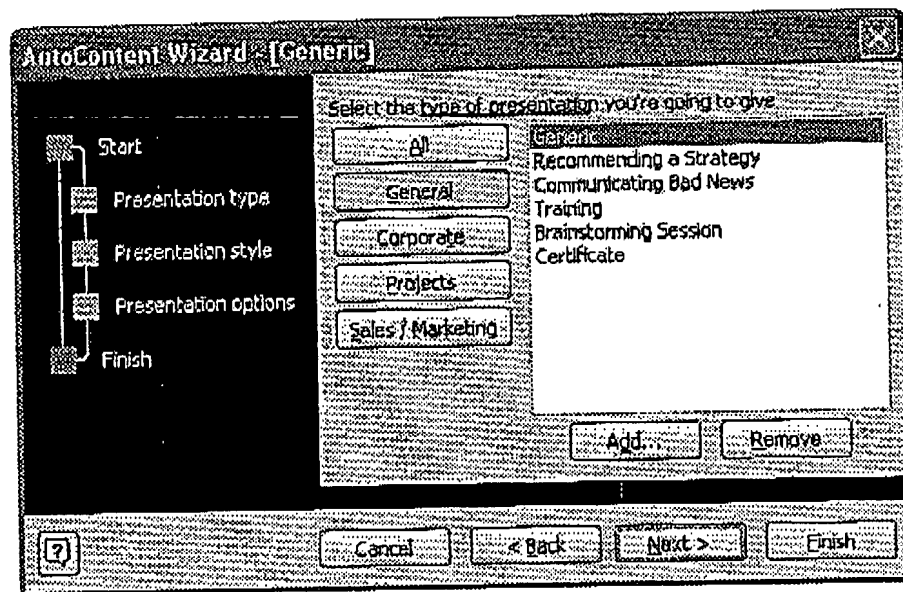
1. Select File, New to display the New Presentation task pane if it isn't already displayed.
2. Click From AutoContent Wizard on the New Presentation task pane. The wizard appears (see Figure 2.5).

**Figure 2.5. The AutoContent Wizard offers detailed guidance on creating a presentation.**



3. Click Next to continue to the next step, shown in Figure 2.6.

**Figure 2.6. You can choose from several kinds of presentations.**



4. Click the button for the kind of presentation you want to create. The adjacent box displays the available presentations.

#### TIP

To add your own presentation to the AutoContent Wizard, click the Add button. To remove a presentation, click Remove.

5. Select the presentation you want to use and click Next.



**Having trouble finding a design template to fit your recurring needs?**  
See "Creating Your Own Template" in the "Troubleshooting" section near the end of this chapter.

#### CAUTION

When you installed Office, some presentations weren't copied to your hard drive. If you choose a missing presentation type, PowerPoint asks if you want to install it. Put your Office 2003 installation CD in the CD-ROM drive to do this.

6. Select the type of output to use. Choices include the following:
  - **Onscreen presentation**— The standard PowerPoint presentation format, delivered on a computer screen
  - **Web presentation**— For presentations delivered via the Web
  - **Black-and-white overheads**— Useful as a backup or as a cost-effective alternative to full-color transparencies
  - **Color overheads**— For full-color transparencies
  - **35mm slides**— Formatted for delivery to a service bureau for conversion to 35mm slides

PowerPoint chooses a background and color scheme suited to the output you select. Press Next.

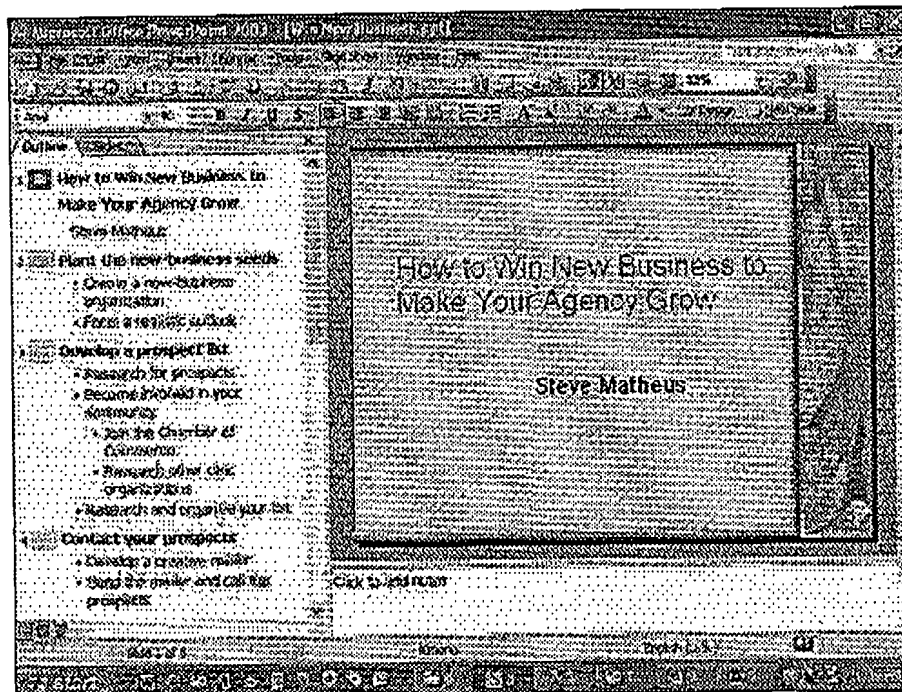
### TIP

To change the background after you've created your presentation, click Color Schemes on the Slide Design task pane and choose from the available options.

7. Enter a presentation title.
8. If you want to include a footer on each slide, enter it. For example, you could enter your company name or a copyright statement in the Footer field.
9. Select the Date Last Updated check box or Slide Number check box to include this information in the presentation.
10. Click Finish.

PowerPoint displays a presentation with sample content that you can replace. You can also delete images and slides that you don't need, change the design of your presentation, and otherwise modify it to your satisfaction. Figure 2.7 illustrates a sample presentation for explaining the strategy for a new project.

**Figure 2.7. The AutoContent Wizard includes content suggestions for introducing a project to its stakeholders.**



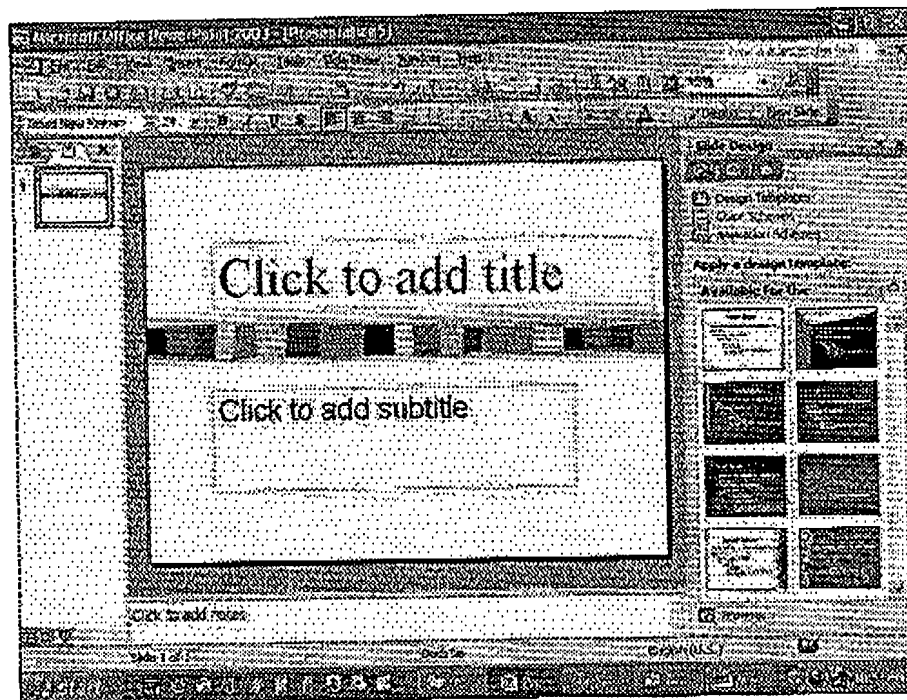
## Using a Design Template

If you don't want or need the AutoContent Wizard to create sample slides and content, start with a design template and add your own slides and content.

To create a new presentation from a design template, follow these steps:

1. Select File, New to display the New Presentation task pane if it doesn't already appear.
2. Click From Design Template on the New Presentation task pane. The Slide Design task pane appears, displaying all available design templates in preview format (see Figure 2.8). The design template used in the current presentation (if there is one) appears at the top, followed by the most recently used templates (only if you've previously applied a template), and then all other available templates.

**Figure 2.8.** PowerPoint includes many design templates from which to choose.



#### TIP

If you want larger previews of the design templates, click the down arrow that appears to the right of any template preview when you hover the mouse over it. Then, choose Show Large Previews from the shortcut menu that appears. The preview templates get bigger. To go back to normal-size previews, simply select this option again to remove the check mark.

#### CAUTION

Not all design templates are already installed. If PowerPoint displays a warning that you need to install a template, be sure to have the Office CD-ROM in your CD-ROM drive and follow the installation instructions in the warning.

3. Select the template you want to use. PowerPoint applies this design to your new presentation and displays an empty slide with the Title Slide layout.

From here, you can add content to your presentation, format it, and insert additional slides.

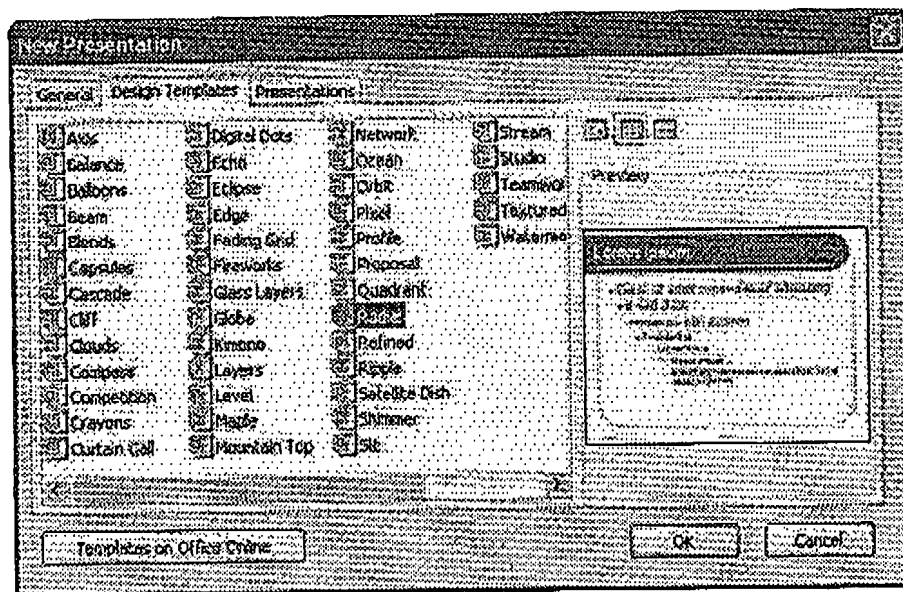
➔ To learn how to apply a new design template to a presentation you've created or use more than one design template in a single presentation, see "Applying a New Design Template" in Chapter 6, p. 119.

## Using a Template

You've already seen how you can create a PowerPoint presentation using a content template (with the AutoContent Wizard) or a design template. You can also directly attach an existing template located on your computer, a Web server, or the Office Online site:

1. Select File, New to open the New Presentation task pane.
2. From the Other templates section of the New Presentation task pane, choose one of the following options:
  - A recently used template, whose name appears at the top.
  - Click On My Computer, which opens the New Presentation dialog box (see Figure 2.9), where you can search for a template stored on your computer or network.

**Figure 2.9. Choose from the templates on your computer or network.**



- On My Web Sites, which opens the New Presentation dialog box, where you can select a template on a Web server.

You can also use the New Presentation task pane to search for templates on Office Online. In the Templates area, type search keywords in the Search field. Office Online returns a list of templates to choose from. You can also click the Templates home page hyperlink to open the Office Online Web site and choose a template from the Template Gallery.

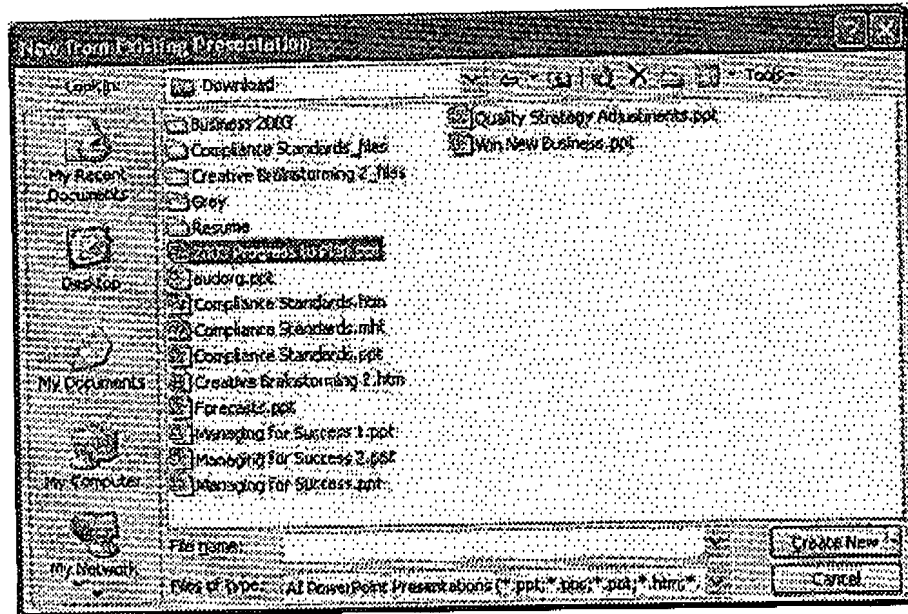
## Using an Existing Presentation

Another way to create a new presentation is simply to copy an existing presentation whose content and

format are similar to what you want to create:

1. Select File, New to display the New Presentation task pane.
2. Click From Existing Presentation. The New from Existing Presentation dialog box opens, shown in Figure 2.10.

**Figure 2.10. Creating from an existing presentation can save you a lot of time.**



3. Select the existing presentation on which you want to base the new one.
4. Click the Create New button. PowerPoint creates a copy of the original presentation, which you can modify.

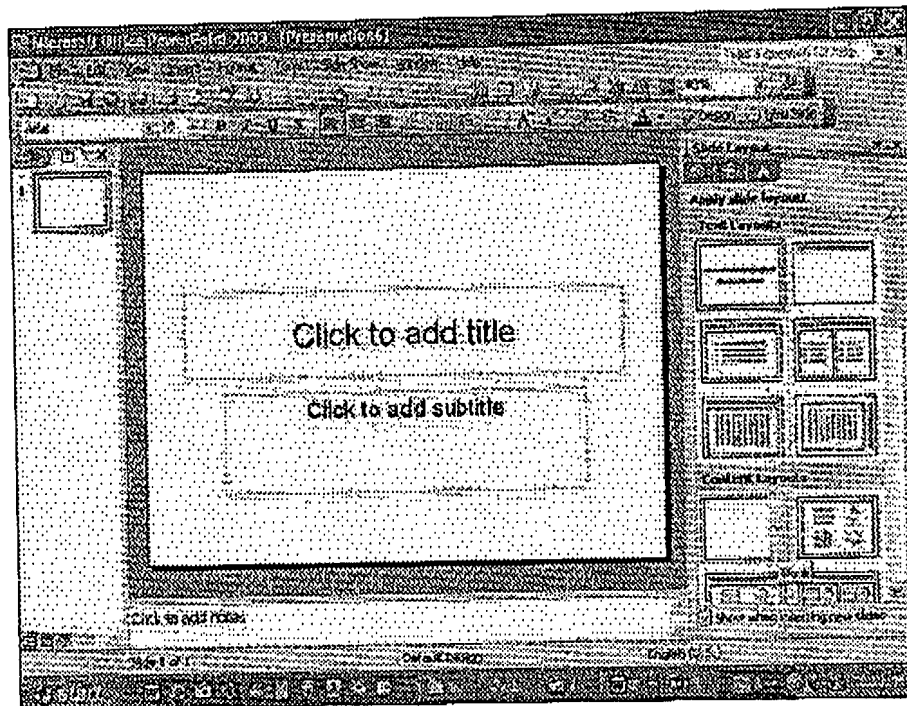
## From Scratch

You can create a blank presentation by following these steps:

1. Select File, New to display the New Presentation task pane.
2. Click Blank presentation on the New Presentation task pane. A blank presentation appears, and the Slide Layout task pane opens.
3. Choose the slide layout you want to use for the first slide. PowerPoint applies it.

Figure 2.11 illustrates a sample blank presentation.

**Figure 2.11. To have complete design control, you can use a blank presentation.**



Next, you can add more slides and adjust formatting to suit you. You can even attach a design template if you want.

#### **CAUTION**

Be sure that none of the existing design templates suit your needs before starting with a blank presentation.

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## Chapter 14. Creating and Formatting Objects

*by Patrice-Anne Rutledge and Jim Grey*

In this chapter

Exploring Object Creation and Formatting

Using the Drawing Toolbar to Create Objects

Specifying Colors

Using the Format Dialog Box

Manipulating Objects

Adding Shadow and 3D Effects

Setting Object Order

Aligning Objects

Grouping Objects

Rotating and Flipping Objects

Understanding WordArt

Troubleshooting

Design Corner: Enhancing Presentations with Formatting Effects

### Exploring Object Creation and Formatting

An object is anything you can place on a slide, such as a text placeholder, a picture, a movie, an AutoShape, a diagram, and clip art. After you use PowerPoint for a little while, you'll probably want to reformat it—that is, change the way it looks.

PowerPoint includes so many drawing and object formatting options that you might not have the



opportunity to use them all! These features are simple enough to meet the needs of the casual user, yet powerful enough that a sophisticated PowerPoint designer can heavily customize them. The Drawing toolbar is the centerpiece of PowerPoint's suite of drawing tools and includes buttons that let you insert images, shapes, WordArt, and clip art. This toolbar also lets you color, position, format, and manipulate objects you create or insert.

With practice, you can use PowerPoint's object formatting options to make your presentations communicate your message more effectively.

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## Chapter 2. Creating a Basic Presentation

by Patrice-Anne Rutledge and Jim Grey

In this chapter

- Understanding PowerPoint Presentations
- Creating a Presentation
- Saving a Presentation
- Opening a Presentation
- Deleting a Presentation
- Renaming a Presentation
- Troubleshooting
- Design Corner: Creating a Presentation from Scratch

### Understanding PowerPoint Presentations

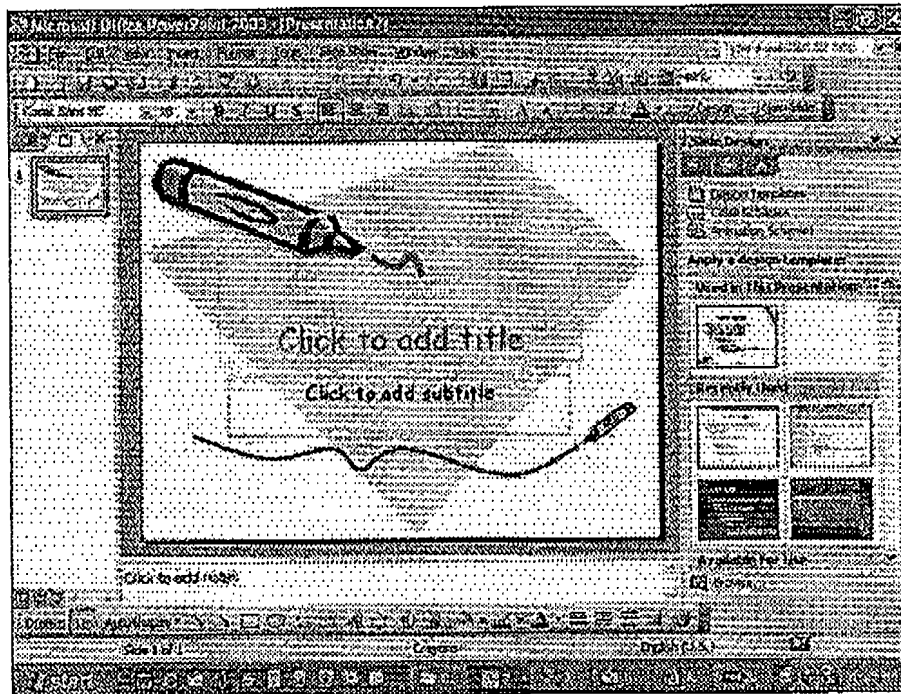
After you learn—or refresh your memory of—how to navigate **PowerPoint**, you can create a basic presentation. This chapter gets you up and running on presentation basics so that you can quickly move forward to more advanced and sophisticated **PowerPoint** techniques.

Before you start, though, it helps to understand *design templates* and *slide layouts*, which are presentation building blocks.

### Understanding Design Templates


A *design template* includes preformatted fonts, colors, and styles that blend together to create a consistent look and feel for your presentation. You apply design templates using the Slide Design task pane. It's usually a good idea to apply a single design template to a presentation for consistency, but you can apply multiple design templates to a single presentation if you want. Figure 2.1 illustrates a sample design template.

**Figure 2.1. A casual design is good for an informal crowd, but isn't something you would use for a corporate audience.**



→ To learn more about the impact of choosing a design template, see "Working with Design Templates" in Chapter 25, "The Media—Designing Visual Support," p. 535.

The AutoContent Wizard selects a design template that is suited to the type of presentation you want to make. If you don't use the AutoContent Wizard and instead select your own design template, be sure that the template you select suits your audience and fits your presentation's message.

 Depending on which method you use to create a new presentation, your presentation might already contain a design template. If you want to view the templates ahead of time, apply one directly to a presentation, or change to a different template, click the Design button on the Formatting toolbar to open the Slide Design task pane.

## Understanding Slide Layouts

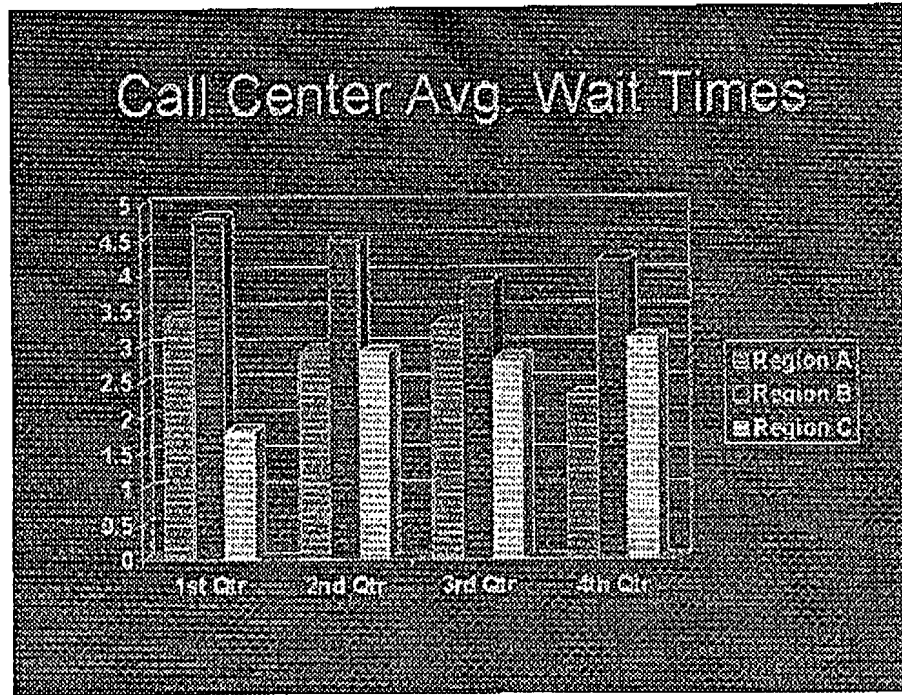
In addition to a design template, the other important design feature you need to consider is a *slide layout*. A slide layout helps you add specific types of content to your slides, such as text, tables, charts, and pictures.

Even though **PowerPoint** provides a lot of layout combinations, these layouts contain only seven different elements. They are

- **Text**— A placeholder on a slide into which you can add text, such as a title or bulleted list.
- **Tables**— A table that you can format, customize, and fill with data.
- **Charts**— A chart you can fill with information and format into various types, such as a bar, column, and pie. Charts are good at showing relative sizes or amounts, such as cost allocations and

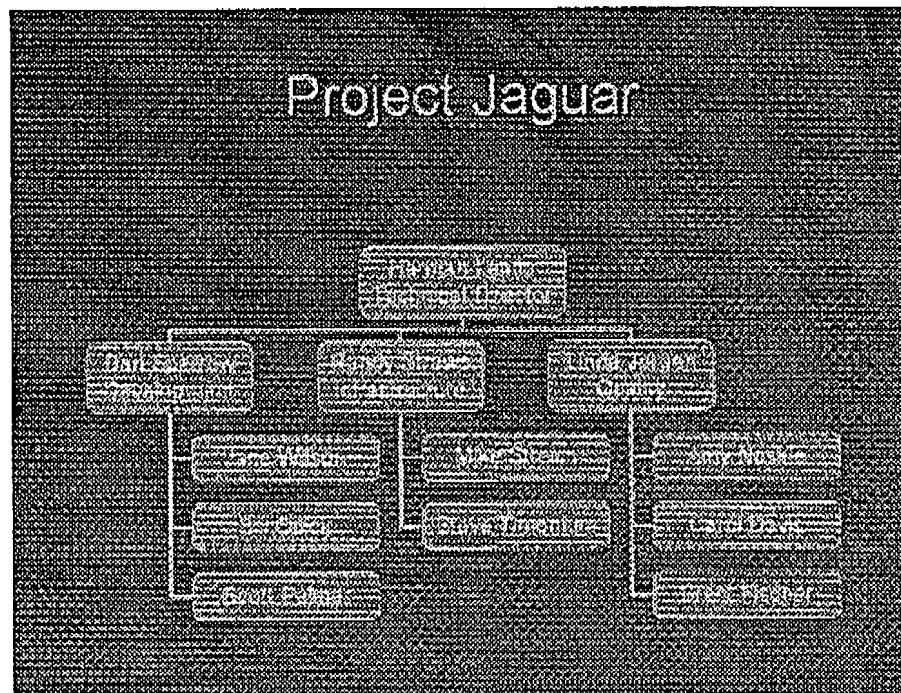
percentages of sales figures. Figure 2.2 illustrates a chart.

**Figure 2.2. Charts can add visual punch to a presentation.**



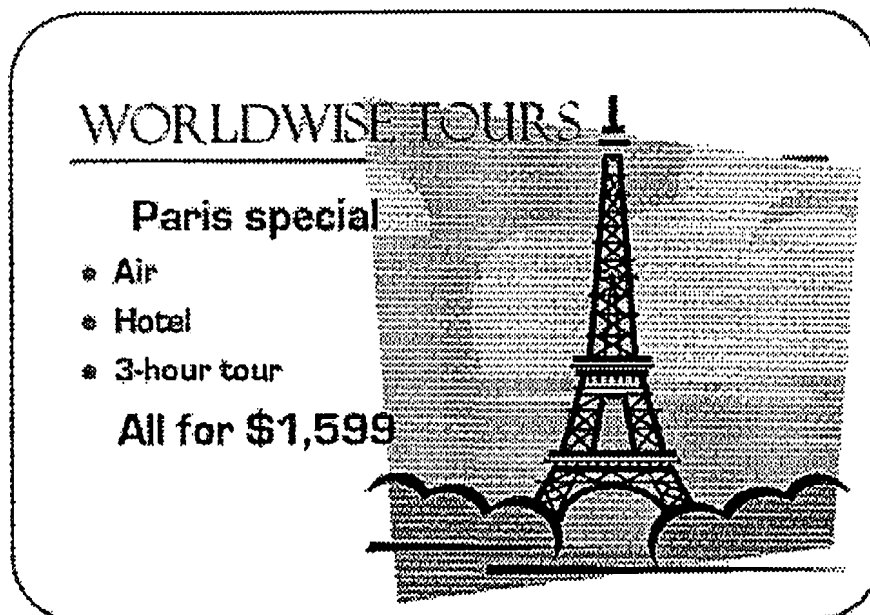
- **Diagrams**— One of several diagram types you can use to organize and display information. From the Diagram Gallery, you can create organization charts and cycle, radial, pyramid, Venn, and target diagrams. Figure 2.3 shows an organization chart.

**Figure 2.3. Use an organization chart to help present your organization to new team members.**



- **Clip Art**— A clip art image from Office's vast collection of ready-made graphic images, from your own computer or network, or from the Internet. Figure 2.4 shows a slide that contains clip art.

**Figure 2.4. Clip art helps you illustrate your presentation's basic concepts.**



- **Media Clips**— A sound clip or movie file you can use to add musical effects to your presentation or play a video within it.
- **Pictures**— Graphic files such as GIFs and JPEGs. A picture is similar to clip art, except that you use the Insert Picture dialog box to find graphic images instead of inserting one from the clip gallery.

You add each of these elements to a **PowerPoint** slide using the Slide Layout task pane. On this task pane, **PowerPoint** offers 27 different types of slide layouts divided into four categories:







- **Text Layout**— A text layout slide contains only text. The slide might contain one or two columns of text, with or without a title.
- **Content Layout**— Content layout slides can contain up to four pieces of content in several arrangements. Content is a graph, a photo, an organization chart, or some other visual element.
- **Text and Content Layout**— The seven text and content layouts place text and content on a slide in various arrangements.
- **Other Layout**— The other layouts don't fit the other categories. For example, you can create a slide with a single table, diagram, or organization chart. You can also create combinations with text, media clips, clip art, and charts.

#### NOTE

If none of these predefined layouts is what you want, you can modify a blank slide or customize one of the existing layouts by adding, moving, or deleting objects.

Depending on which method you use to create a new presentation, it might already contain slide layouts. If you want to look at these layouts before you create a presentation, apply them directly to a slide, or change a layout, choose Format, Slide Layout to open the Slide Layout task pane.

Many of **PowerPoint**'s slide layouts include an option for inserting content. For example, if you choose any of the layouts under Content Layout or Text and Content Layout in the Slide Layout task pane, a content palette will appear as a placeholder. This content palette includes six buttons:

- |   |                                      |
|---|--------------------------------------|
|  | Insert Table                         |
|  | Insert Chart                         |
|  | Insert Clip Art                      |
|  | Insert Picture                       |
|  | Insert Diagram or Organization Chart |
|  | Insert Media Clip                    |

You'll note that, with the exception of pictures, **PowerPoint** also includes separate layouts specifically for adding the other content types. For example, you can also insert a table using the Table slide layout or a chart using the Chart, Text & Chart, or Chart & Text slide layouts. These layouts give you extra choices of content location, formatting, and content combinations. Experiment with the available slide layouts to figure out which ones work best for your presentations.

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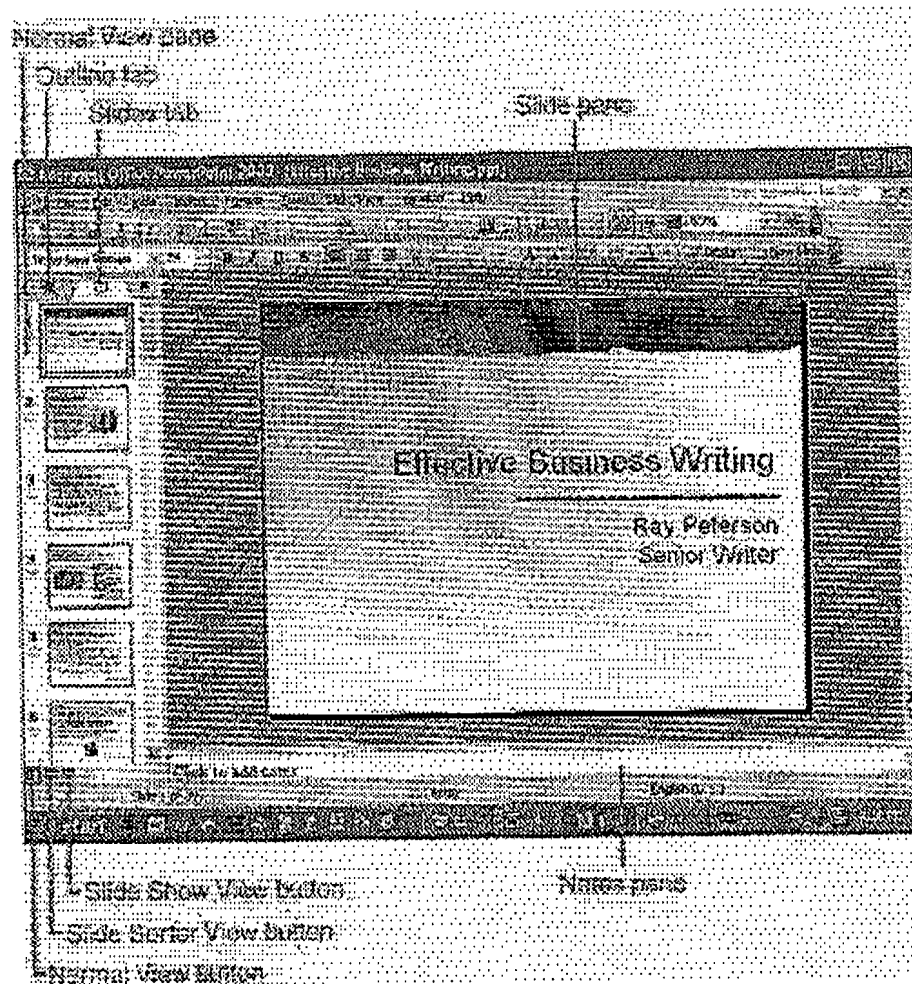
## Understanding PowerPoint Views

PowerPoint includes three different views, which are arrangements of slides and tools on the screen that you use to work with and view your presentation. Which view you use depends on what you're doing. To display a particular view, click its View button in the lower-left portion of the PowerPoint window.

PowerPoint's three views are

- **Normal view**— This is the default view. It displays three panes: the Normal View pane, which includes the Outline and Slides tabs, the Slide pane in the center, and the Notes pane beneath it. Figure 1.22 illustrates Normal view.

**Figure 1.22. Normal view is PowerPoint's default viewing option.**



Note that your screen might also display a task pane. This is a separate pane and isn't connected to your choice of view. If you have a task pane open, it appears in both Normal view and Slide Sorter view, but it won't appear if you present a slide show.

The three Normal view panes are

- o The Slide pane, which is the largest of the three panes. You can add text, graphics, tables, charts, and other objects to your presentation on the slide pane.

#### NOTE

You can use the scrollbar on the right side of the slide pane to navigate between presentation slides. You can also use the Page Up and Page Down keys to move among slides.

- o The Normal View pane, on the left side of the screen. This pane offers an Outline tab, which displays an outline of your presentation, including the initial text of each slide. It also offers a Slides tab, which displays thumbnails of your slides. You can use this pane to rearrange and organize slides or to display a particular slide in the Slide pane. You can also enter content on the Outline tab. Note that when you click the Outline tab, PowerPoint uses text in the tab labels, but when you click the Slides tab, PowerPoint uses icons as the tab labels.



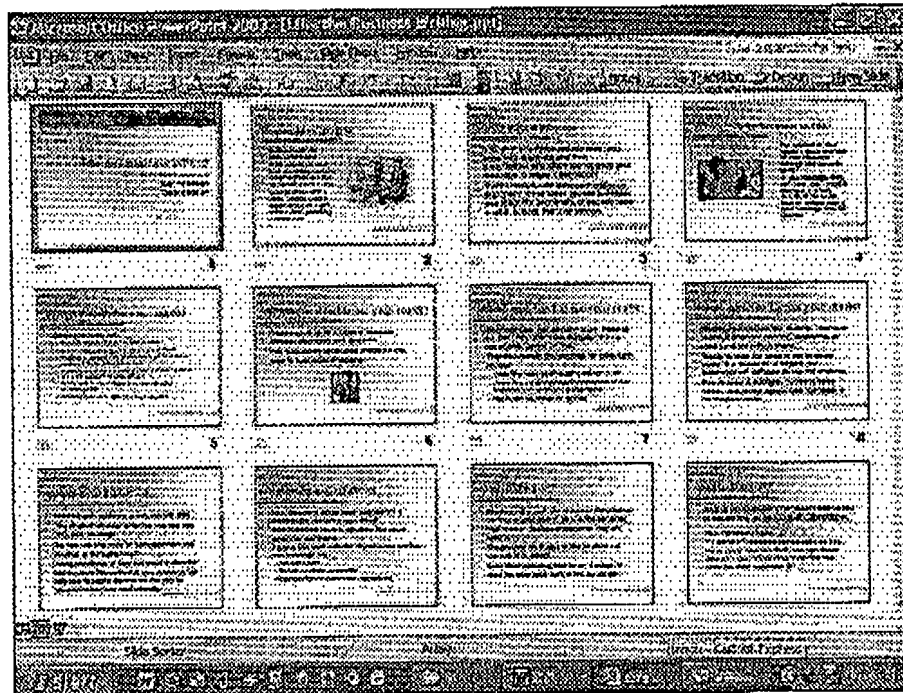
- o The Notes pane includes space for you to write speaker's notes or notes to yourself about your presentation.

→ For suggestions on creating effective speaker's notes, see "Creating Notes and Handouts" in Chapter 10, "Creating and Printing Presentation Materials," p. 200.

You can resize the panes in Normal view. To do so, drag the border between panes to a new location. If you want to hide the Normal View pane, click its Close button. You can always reopen it later by choosing View, Normal (Restore Panes).

- **Slide Sorter view**— This view, shown in Figure 1.23, displays miniature previews of all the slides in your presentation, making it easier for you to organize them.

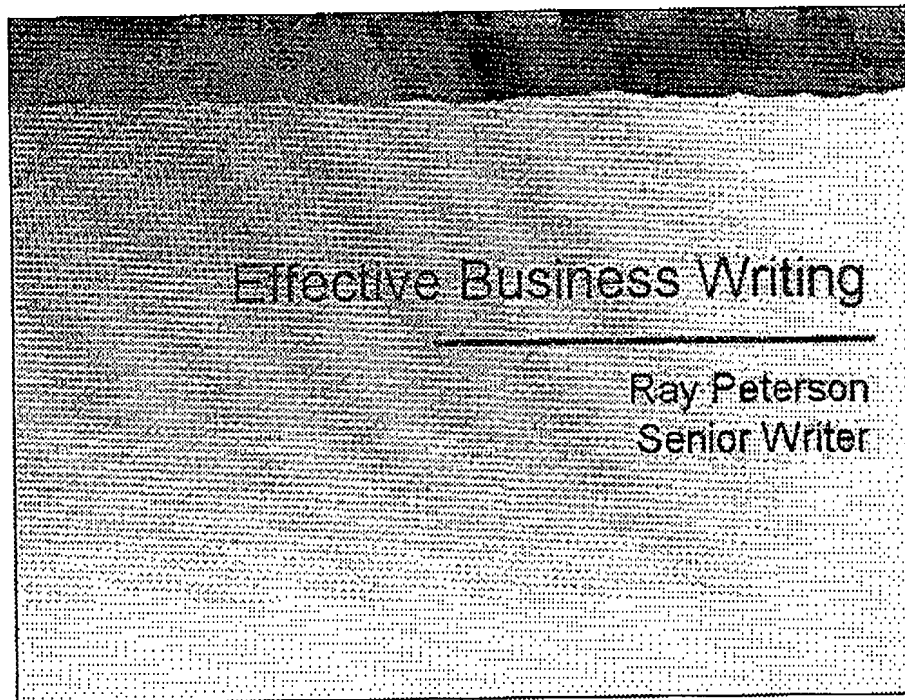
**Figure 1.23. Seeing miniature versions of your slides can help you rearrange them.**



→ To learn how to use this view, see "Using the Slide Sorter View" in Chapter 6, "Formatting Slides and Presentations," p. 115.

- **Slide Show view**— Slide Show view displays your slides as they would appear in a slide show, full-screen, without any menus, toolbars, or other features. Figure 1.24 shows this view.

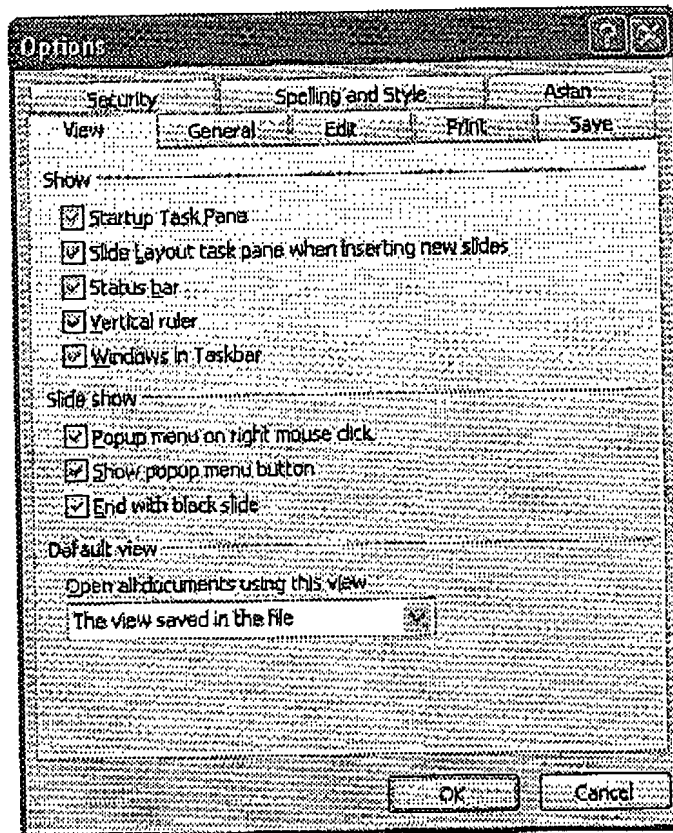
**Figure 1.24. Slide Show view demonstrates how your presentation will look when you present it.**



→ For details on viewing slide shows, see Chapter 9, "Presenting a Slide Show," p. 175.

PowerPoint's default view is Normal view with the Outline tab selected. If you want to change this, choose Tools, Options and go to the View tab on the Options dialog box, as shown in Figure 1.25.

**Figure 1.25. You can change PowerPoint's defaults in the Options dialog box.**



On this tab, you can specify your default view from the Open All Documents Using This View drop-down list.